

STATEMENT OF WORK – Village of Tarrytown

Custom Base Map And New Tracks Tour Additions

1/19/2022



New Tracks & Custom Base Map Tour Additions

Project Production Duration: January 5, 2022 – March 15, 2022

Project Contacts

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Project Description

The Village of Tarrytown is seeking to create an attractive, customized map of the commercial venues in its downtown. As this is similar to the geolocational map for Tarrytown, Sleepy Hollow, and Irvington (the Villages) currently presented on the TravelStorys™ tour with the same name, Richard Slingerland suggested that the two projects be combined. The result will add two new tracks (channels) to the existing TravelStorys Villages tour.

The new tracks will display on an attractive artist-drawn (to scale) base map of the Villages. One track will present the cultural sites from the primary tour track in their existing audio format, and the other will present the commercial venues also from the primary tour track in their text format. Both tracks will display the five primary visitor parking lots. The combined sites will continue to be featured on the primary TravelStorys map (with the parking lots added), but the two separate additional tracks will give visitors a choice of how they want to experience visitor venues in the Villages, which will be offered as options when the tour is opened. In this way, users can opt to see and experience cultural and commercial venues separately or collectively, which will improve the user experience.

The cultural venues track will present the same 73 geolocated sites chosen by the Villages for the initial tour and primary track and are curated audio sites. The commercial venues track will present the same 110 sites for the initial tour and primary track and are all the eateries in the Villages displayed as text and image sites. Tarrytown has asked that the five primary visitor parking lots be added with icons. Richard Slingerland will submit the coordinates for the parking lots. As in the case of the original tour track, the sites on the two new tracks can be experienced as walking and cycling tours of the Villages.

The production package for the new tracks is the Shared Production Package on the TravelStorys mobile and web-based shared platforms, supported by TravelStorysGPS.

The goals of the two new tracks will be to: 1) To offer visitors options on how they want to experience Tarrytown and where to park; 2) To enrich the experience of travelers to the region by interpreting the Villages in an attractive visual manner; 3) To collect useful analytics from the tracks for future Tarrytown crowd management initiatives.

The new tracks will be added to the Villages' TravelStorys mobile audio tour¹ featured on currently supported iOS and Android mobile and tablet devices and on the TravelStorys website (www.TravelStorys.com) with selected content available on TravelStorysGPS social media platforms.

The new tracks will consist of specific commercial Map Listings and cultural Story Sites from the current Villages tour and parking lots. The audio track will include 219 minutes of audio narration (73 geotags x 3 minutes/geotag), three to five corresponding images from the primary tour track per geotag, and the complete narration script and links. The Map Listings track will include 115 (110 from primary tour track & 5 new parking lot sites) non-audio Map Listings with one image, and a short description in text.

The stories for cultural track will launch automatically as users approach the corresponding location. The commercial sites on the commercial site track will present automatically as text.

For off-site, remote usage, the audio sites, associated images, scripts, links, and Map Listings can be manually accessed on the app from any location by manually tapping the individual geotags on the tour map. The tracks can additionally be accessed on the TravelStorys and Tarrytown websites with the tour's TravelStorys Website Plugin™ (with the 3-year license agreement). On both platforms, users can enjoy the audio sites as a podcast using the Play All feature. Off-site

¹ The final name of the tracks will be determined by the Village of Tarrytown during the track-building process.

users will further enjoy all the sites on the website by virtually standing at the site location and viewing the surrounding sites using the 360 Street View icon (if available for the location).

Division of Responsibilities for Tour Development

Collaboration between Tarrytown and TravelStorysGPS is integral to the track-building process. Tarrytown and the TravelStorysGPS team will share responsibilities for the development of this tour as outlined below. More detailed tour-development responsibilities and scheduling will be outlined in the New Track Work Plan, which will be drafted by the TravelStorysGPS team and finalized by both parties following the signing of the Client Agreement.

Tarrytown

Thomas Mitchell, the Tarrytown custom map project coordinator, and the TravelStorysGPS production team, will oversee the development of this tour. Based on the steps outlined in the TravelStorys Tour Building Manual, the Tarrytown team will be responsible for:

- Attending the TravelStorysGPS introductory webinar
- Providing the customized base map to scale that includes Tarrytown, Sleepy Hollow, and Irvington and all releases
- Coordinating with TravelStorysGPS on the sites to be listed on each track and submitting coordinates for the added parking lot geotags
- Contributing images where needed
- Approving the track design
- Providing contact information and appropriate branding assets for all organizations/agencies involved in track development, and credits for the map designer, artists, and others
- Facilitating integration of the TravelStorys Website Plugin into the Tarrytown website
- Testing the tour on-site, documenting and submitting testing feedback
- Marketing the new tracks and collaborating with the TravelStorysGPS marketing team on a marketing schedule and launch

TravelStorysGPS

TravelStorysGPS will host a tour-building webinar to outline the track-building process, will lead the project, will provide ongoing guidance and feedback and be responsible for the following:

- Confirming the scalability of the customized base map and appropriate releases
- Building two new tracks using the customized base map on the Village tour
- Locating the cultural and commercial sites from the primary tour on the two new tracks
- Adding geotags for the five parking lot on all three tour tracks
- Integrating all tour media and the completed track content into the Village tour and onto the TravelStorys app
- Supporting tour testing

- Implementing tour feedback and changes
- Providing the TravelStorys Website Plugin™ to the appropriate Tarrytown personnel and supporting its integration
- Collaborating on the marketing schedule and launch, and supporting tour marketing

TravelStorys Website Plugin

Tarrytown is licensing the TravelStorys Website Plugin so that their audiences, browsing the Tarrytown website, can directly access the Village tour and its new interactive tracks. The TravelStorys Website Plugin takes travelers on a virtual tour of the tour sites and travel routes encouraging users to download the mobile app version of the tour and to visit. The Plugin is useful for viewing the tour remotely, for trip planning, and virtual exploring. Its Play All feature transforms the tour into a podcast, and its Street View feature (where available) adds a 360 visual tour to the virtual audio experience.

Marketing

Distribution of the Villages tour with the new tracks will benefit from TravelStorysGPS company marketing in several ways. First, the tour will be presented on the TravelStorys shared platform with other TravelStorys audio tours, all of which are marketed by their tour sponsors and by TravelStorysGPS. Cross-promotion with other tour sponsors' and TravelStorysGPS' networks will increase exposure to this tour.

Additionally, TravelStorysGPS will feature the new tracks on its website, will promote the tracks and their stories through social media posts, and will collaborate with Tarrytown on their marketing plan of the tour.

To maximize tour visibility, Tarrytown will promote the new tracks with its partner villages (Sleepy Hollow and Irvington), on its website, through affiliate websites and networks, on social media, at visitor centers, and at tour locations and approaches wherever possible. Other marketing (and revenue-generating) options include commercial download incentives and advertising partnerships, which will be explored later during tour development.

Subscription

Subscription offers numerous benefits and services and serves as a simple collective coverage package for all of a tour sponsor's tours.

Subscription for this tour is covered by the previous engagement and contract between TravelStorysGPS and the Villages. TravelStorysGPS subscription serves as simple collective coverage package for all tour sponsors' tours. No additional payment is needed at this time.

Budget²

TOUR & TRACK FEATURES			
Mode of Travel: Walking & Cycling			
Tracks: 2 added tracks with content from primary track - 1 geolocated audio track displaying cuultural sites; 1 geolocated text track displaying commercial venues; both with images, text,			
Audio: 73 place-based audio stories from the primary tour track; 219 audio minutes; 3-minute maximum/story			
Images: As per primary tour track & viewable on tracks			
Text: As per primary tour track (73 audio Story Sites & 110 Map Listings) viewable on two separate tracks; 5 geolocated parking lot sites			
Overlays: Customized artist-drawn base map; colored icons for cultural sites, restaurants, lodging, & parking			
TRACK PRODUCTION PACKAGE			
PRODUCTION			
Track Production	2 Tracks - Conversion of 183 Sites + Addition of 5 Site		\$8,000
SUBTOTAL			\$8,000
UPGRADE			
Website Plugin	Hosted on 2 Websites	3-year License	\$500
SUBTOTAL			\$500
PRODUCTION & UPGRADE PACKAGE TOTAL			
TOTAL			\$8,500
SUBSCRIPTION			
Tour Subscription	Already Paid	Annual	N/A

Payment Schedule

TravelStorysGPS requests payment with three invoices.

PHASE	DUE DATE	PAYMENT	AMOUNT
Payment 1	Contract signed	50%	\$ 4,250
Payment 2	30 days after contract signed	40%	\$ 3,400
Payment 3	Tour production; payment due at the earlier of tracks launch date or one year after contract signing	10%	\$ 850
TOTAL YEAR 1			\$ 8,500
Subscription	Already paid		NA

Changes and Additions to the Statement of Work

Normal and customary expenses incurred in the course of execution of this project are the responsibility of TravelStorysGPS. Following signing of the Client Agreement, any significant changes to this Statement of Work or the associated work plan will be agreed to in writing and

² Valid for 90 days

may be subject to additional charges. In advance of commencement of additional work, TravelStorysGPS will present any significant services not originally accounted for to Tarrytown for review, approval, and payment (if necessary). TravelStorysGPS' hourly rate for additional work outside this Statement of Work is \$200 per hour.